

# Business plan on target market for bagelpalooza

[Profession](#), [Student](#)



Bagel is a type of baked bread that is usually shaped with a hollow section at the center. It appears like a ring in which you can insert a string for display purposes. Bagels are prepared from wheat containing yeast. It is first boiled for several minutes after proofing for at least 10 hours then baked as bread. One can add milk, honey, sweeteners or eggs to acquire a distinctive taste depending on the individual's tastes and preferences (Laskin 35).

Bagelpalooza is an existing establishment that is specializing in bagel production. Bagelpalooza intends to supply the bagels in the North shore suburban areas with numerous businesses and institutions such as colleges and universities. Bagelpalooza will also supply the bagels to individual housed holds in the selected suburban areas. The selected suburban areas have been carefully analyzed in terms of accessibility and their levels of income. The North shore suburban areas selected are middle level income earners and are therefore adequate for the price set for the Bagelpalooza bagels.

Bagelpalooza will be a limited liability company with its headquarters in the most central location of the North shore area. Being a limited liability company will allow Bagelpalooza to share taxes among the owners and all the legal expenses. This will therefore alleviate financial tax or legal burden to the establishment potential investors. Being located in a central location will enable easier and faster access to the establishment's points of sales. It will also save time and money in terms of distance covered and fuel consumed.

The bagels will be supplied to shops and supermarkets within the selected areas in the morning for breakfast and more during the day till evening since

bagels can be eaten as a snack at any time of the day. Considering the busy schedule of most individuals in the selected areas, then these bagels will serve as a convenience snack to keep them going with their daily activities. Bagels will also be supplied to all schools, colleges and universities' tuck shops in the selected areas. Students are always on the move and have limited resources in terms of money. The bagels will be prepared to suit this need and also make it more nutritious for the students. Tuck shops in universities and colleges are a great location to move sales for the establishment. Students will be offered attractive discounts considering their finances. This will thus not only provide the students with a pocket friendly quick snack but also a nutritious product.

Bagelpalooza will go a step ahead to establish convenient shops along the roads for motorists and pedestrians who lack time to get into the shops. This will save such individuals a lot of time as they just pick the bagels while busy moving on to their daily activities.

There will be a fresh supply of bagels every day. The establishment will not produce more than is required as it will be producing based on the demand from the points of sale. This means that Bagelpalooza will always be on standby to supply bagels depending on the orders presented. This will be a great advantage over our competitors who produce their bagels and wait for customers unsure whether they will sell all of their products. This results in many establishments here selling near stale bagels.

Bagelpalooza has carefully analyzed the prices of the establishment competitors and also considered the cost of production and determined a very competitive price for the bagels. This will give Bagelpalooza a

competitive edge over other establishments selling bagels. A point to note is that all the other establishments in the selected locale sell bagel as an accompaniment with other snacks while Bagelpalooza specializes in bagels and other products that comprise of a full breakfast. The competitors will sometimes be forced to order from Bagelpalooza whenever they are overwhelmed giving the establishment a higher notch.

### **Work cited**

Laskin, Avner. Deliciously Health Baking. Arkansas: Leisure Arts. 2012. Print.